

DESIGNERSPOTLIGHT

SHINING THE LIGHT ON THE INDUSTRY'S BEST AND BRIGHTEST

FINN YONKERS

TITLE: Principal Designer

COMPANY: Studio1011

CLIENTS INCLUDE: Revention, Hushamok, Sylvania, SeaChange



Finn Yonkers is a proponent of interdisciplinary design. With the convergence of technology and exponentially increasing bandwidth, Yonkers predicts a world where marketers will have to move increasingly fast—and won't have many second chances to refine their messages. "Brand presence will be both instantaneous and virtually inescapable. The line between events and online will blur. The only way marketers will succeed is by practicing integration across all mediums," he says.

On-demand television enables viewers to bypass commercials reducing the effectiveness of that marketing channel. The growing availability of online video content through wireless devices is creating new opportunities in product/brand placement and the fusion of entertainment and brand promotion.

Yonkers says that with information being pushed to virtually everyone product placement will become king. And with so many messages out there, it will be the ones that are clear, pertinent and consistent that will stick.

Studio1011 specializes in brand development, exhibit design, Web design and graphic design. After working for many years as an exhibit designer, Yonkers saw that clients could be best served by a marketing agency that understands the big picture, apply consistency across the entire program and—and collaborate with other agencies when pertinent.

Yonkers' career direction was influenced by his father and grandfather, who were both industrial designers. He studied auto design at Pratt Institute, then stuck around for a few years to teach design.

“Our premise has always been to extend the dialog beyond the three-day event.”

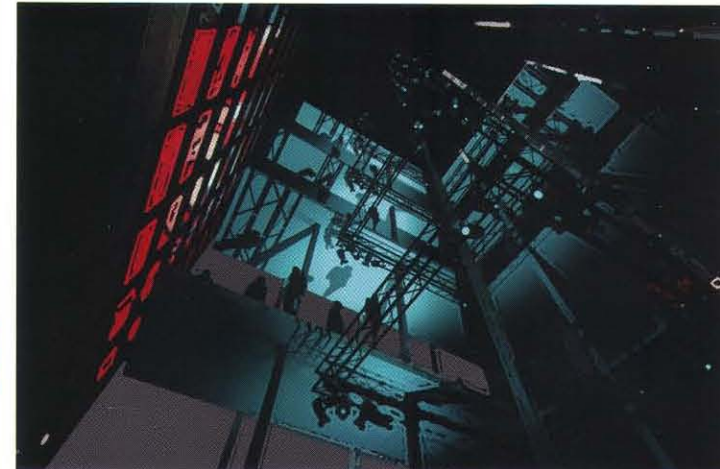


When he went to get his first job, the automotive industry was in a downturn, so he ended up at Creatacor, an exhibit house in upstate New York.

Yonkers quickly found that he enjoyed exhibit design—especially the wide variety of projects he got to work on in a relatively short period of time. He eventually moved to Access TCA, where he designed many award-winning exhibits—most notably for NEC.

It was Yonkers' work with NEC that first brought the convergence of communications and multimedia to his attention. As he honed his computer design and animation skills, he realized that these tools were going to be vitally important. "I saw a disconnect between how we designed the exhibits and what the companies were doing online, and I realized that in the long run, that disconnect was not going to serve the client," he says. He left Access TCA and founded Studio1011. Although much of the early projects were exhibit-based, the practice quickly grew to include as much online and brand development work as event work—which enables Yonkers to design for consistency and cross-platform messaging. "Our premise has always been to extend the dialog beyond the event," he says.

Yonkers tries to multi-purpose as many components as possible. A fly-through that was used to pitch a new exhibit to a client ended up having additional uses: as communications tool that enabled the marcom team to share the concept with internal team before the show. And it was used after the show to enable people to experience—or re-experience—the exhibit. ■



Yonkers' designs span the 2D, 3D and 4D realms.

